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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Michael A. Arkes

Group Art Unit: 2164

Serial No. 09/414,951

Examiner: Kyle, Charles R.

Filed: October 8, 1999

For: An Incentive Points Redemption  
Program Carried Out Via An On-Line  
Auction

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**AMENDMENTS TO SPECIFICATION, CLAIMS, AND ABSTRACT  
MADE IN RESPONSE TO OFFICE ACTION DATED JANUARY 29, 2002**

*Amendments to existing claims:*

1. (Amended) A method for administering an on-line auction for an incentive points redemption facility including a catalog of potential auction items, and a participant database comprising participant records, wherein each participant record includes a participant identifier and an incentive point value total available to the participant to bid, the method comprising the steps of:

designating, for an auction, a set of auction items from the catalog of potential auction items;

providing on-line bid access to the set of auction items by authorized participants, the providing on-line access step comprising for an authorized participant:

retrieving, for on-line presentation at a terminal of the authorized participant, data corresponding to an item from the set of auction items, the data including a description of the item and data relating to a current minimum qualifying bid value for the item;

receiving, via an on-line computer interface, a bid by the authorized participant for the item; and

determining, by reference to an available incentive point value total for the authorized participant, whether the new bid exceeds a point total available to the authorized participant;

maintaining at least a high bid for each item in the set of auction items; and

identifying, upon ending an auction period, a participant corresponding to a highest covered bid by referencing at least the high bid for each item.

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receiving, via an on-line computer interface, a bid by the authorized participant for the item; and

determining, by reference to an available incentive point value total for the authorized participant, whether the new bid exceeds a point total available to the authorized participant;

maintaining at least a high bid for each item in the set of auction items; and

identifying, upon ending an auction period, a participant corresponding to a highest covered bid by referencing at least the high bid for each item.

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### REMARKS

The First Office Action dated January 29, 2002, and the references cited therein have been carefully considered. Claims 1-20 are presently pending. No claims currently stand allowed. In view of the amendments to the claims, reasons set forth herein below and Applicant's Declaration pursuant to 37 C.F.R. §§ 131 and 132, the pending claims 1-20 are patentable over the prior art presently known to Applicant. Accordingly, Applicant requests favorable reconsideration of the previous rejection of the pending claims. Please charge any fee deficiencies to Deposit Account No. 12-1216.